MEMORANDUM

To: All KGF Tournament Directors

From: JOAN PENNELLO

Subject: Tournament Food

Date: February 20, 1991

WTA

Enclosed is a listing of proper foods the WTA would encourage you to have available on-site. This menu was approved by the WTA Board of Directors and developed by Julie Anthony.

We appreciate your cooperation.

Joan Pennello

2040560364

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

WTA

TOURNAMENT FOOD

2/11/91

The goal of having food for the players at the tournament site is to supply the players with their energy need (calories) and help them maintain their hydration levels. Because players will eat or drink virtually anything when they're hungry, thirsty, or nervous, it would be extremely helpful if the tournament could supply only foods and fluids that would be healthful, and not foods that provide "empty" calories.

A healthy diet for athletes, and people in general, is one high in complex carbohydrates, low in fat, and with a moderate amount of protein. In addition, since water is the main ingredient lost in sweat, pure drinking water should be made very available at all times. Accordingly, below is a list of foods and beverages that would fulfill the above goals.

BREADS

Whole wheat
French
Italian
Pita
Cinnamon raisin
Bagels
Crackers: Triscuits, Wheat Thins, Ry Crisp, Saltines
Low sugar cereals

FRUITS AND VEGETABLES

Fresh Fruit salad
Dried Fruits
Whole fresh fruits
Fresh cut raw vegetables
Salad Bar: tomatoes, potatoes, lettuce, cucumbers, mushrooms, carrots, peas, beans, etc., with oil and vinegar based dressing

PROTEIN

Chicken
Turkey
Fish e.g., tuna, salmon, halibut
Hard cheeses
Non-fat yogurt
Hard-boiled eggs
Non-fat milk

BEVERAGES

Bottled water
Mineral water
Fruit juices
Carbohydrate feeding drinks e.g., MAX, Exceed

MISCELLANY

Pasta with tomato sauce or olive oil or plain
Baked potato
Rice
Broth-based soups, e.g., onion, minestrone, chicken noodle

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
CHECKLIST

TRANSPORTATION

- Manager, Virginia Slims Tennis, contacts Transportation Director who will handle all details prior to and during event.
- Virginia Slims staff set up policy guidelines including specific lists of guests who will be provided transportation.
- See Transportation Letter of Agreement for specific details of job responsibilities.

HOTEL

- All details handled by Manager, Operations.

TICKETS

- Manager, Virginia Slims Tennis, oversees all aspects.
- Director, Event Marketing, and Ellen Merlo establish policy on ticket requests.
- Tickets are obtained from promoter by October 15.
- All tickets distributed through New York office by Shari Barman and Coordinator, Operations.
- Match tickets: Create for each session, 10 seats (see graphic).

ADVERTISING

- Manager, Virginia Slims Tennis, submits creative brief to Leo Burnett in January.
- Preparation for national publications should be done by the end of April.
- Promoter submits media schedule to Manager, Virginia Slims Tennis by June 1.
- See Advertising section of Procedures Manual.

PUBLIC RELATIONS

- All details handled by Program Administrator, and affiliate.
- Media days: Two or three media days are allocated to the Championships. Program Administrator, Public Relations Director and affiliate coordinate all details.
- Press conference at the Official hotel first Monday of tournament. All singles players must attend; doubles players are invited to attend.
- Credentials: All media credentials distributed through affiliate.
- On-site Media Room: Local affiliate sets up and maintains media room.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST
(Page two)

HOSPITALITY

On-Site:

- Hospitality Area is located in MSG Rotunda.
- Steve Gallagher handles all details of setting up pipe and draping, furniture, food, bar, plants, etc., with final approval of every element from New York office (due by September 15).
- Shari Barman and Annalee Thurston coordinate with Steve Gallagher.

Affiliates

- Affiliates are invited (at their own expense) to attend the finals week-end, with tickets to the matches provided by Virginia Slims.
- Program Administrator handles all details.

Player Check-In

- Hospitality Suite set up at hotel on the Sunday prior to the tournament for Player check-in.
- Annalee Thurston to handle all details.
- Annalee Thurston produces information card with Player Check-In details to be handed out at the two tournaments immediately preceding the Championships.
- Annalee Thurston produces large "Schedule of Events" board, directional signage, raffle and other signs as need in Art Department.
- Arrangements must be made for a pianist, flowers, food/beverage, raffle items, media training and beauty salon sign-up sheets.

Saturday Evening Function

- Held at the Official hotel following the semifinals.
- Shari Barman and Annalee Thurston handle all details.
- Use VS Reception signs (2) from information signs kit.

Banquet

- Shari Barman and Annalee Thurston are point persons.
- Held the final Sunday evening at the Pierre Hotel.
- Steve Gallagher handles all details with Barman/Thurston and final approval from the New York office.
- Table gift to be produced by New York office - 400 pieces.
- Annalee Thurston updates the guest list, to be approved by New York office.
- Invitations to be created and produced by Art Department and mailed by New York office.
- All RSVP's handled by New York office.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST
(Page three)

SITE SET-UP

- Manager, Operations coordinates with promoter, Steve Gallagher and NY Decorating Company.
- Center court (see attached diagram).
- See attached for VS banners produced (graphics also attached) and other on-court signage.

CHECK PRESENTATIONS

Singles

- Group Manager or Director makes presentation.
- Program format to be outlined and communicated to promoter and presenter by Manager, Operations.
- Manager, Operations, writes Manager's speech.

Doubles

- Manager, Virginia Slims Tennis, makes presentation.
- Program format to be outlined and communicated to promoter and presenter by Manager, Operations.
- Manager, Operations, provides notes for Manager, Virginia Slims Tennis', speech.

SALES FORCE

- Coordinator, Operations corresponds (see Communications to Sales Force).
- Tickets (based on meeting with Division Manager).
- Party: On-site (see Communications to Sales Force), coordinated by Trade Relations.

SPECIAL INVITATIONS TO GUESTS

- Update list of International Tournament Promoters and Directors of non-named events to invite (see lists attached).
- Manager, Virginia Slims Tennis, sends letter of invitation by September 15, but indicates that no expenses are picked up by Virginia Slims. Match tickets, on-site Hospitality Suite and Banquet invitations will be provided only.
- Manager, Virginia Slims Tennis, invites all named event promoters and all named event promoters (see attached letter) following U.S. Open. (Faxes should be sent, followed by the hard copy).
- Each named event promoter is reimbursed one round-trip, coach air fare plus three hotel nights (Friday, Saturday and Sunday). Room and tax only are picked up by Virginia Slims (master bill).

P.O.S. MATERIALS

- Special materials produced. Coordinator, Operations coordinates with promoter beginning in February.
- Review materials with promoter before final production.
- See attached list .

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST
(Page four)

TOURNAMENT MATERIALS

- Coordinator, Operations, produces all materials.
- Letterhead and envelopes needed immediately following event for next year.

PRO SHOP

- Coordinator, Operations, handles all details.
- Coordinated with Bernie Herman concessionaire.
- Promoter uses two booths.

OTHER SIGNAGE

- Remainder of facility signage, other than banners, coordinated by Coordinator, Operations, Manager, Operations and promoter.
- Section seating signs: Coordinate with promoter. Coordinator, Operations, produces.
- Player seats (match tickets): Identify, produce tickets and give to WTA Tour Director on-site. Coordinator, Operations produces.

ARRIVAL KITS/GOODY BAGS

- Put together by entire staff week-end before event.
- Player bags are distributed in the hotel Player Check-In suite on Sunday or by the Transportation/Concierge Desk. VIP bags are distributed by the Transportation/Concierge Desk or at the MSG hospitality area.
- Contents (see attached list).
- Leave card (to be received upon check-in) at hotel registration desk with instructions to go to Hotel Hospitality Suite, MSG Hospitality area or Transportation Desk to pick up.
- Prepare master checklist for Player Concierge Desk.
- Get a room or closet in the hotel for storage.
- Information Booklet compiled and produced by Annalee Thurston.
- Goody bags and contents produced by New York office.

PLAYER-RELATED FUNCTIONS

- Coordinator, Operations, produces "check-in" card, inviting players to Sunday Welcome Buffet and listing week-long player activities.
- Manager, Operations and Public Relations Directors distribute card in two tournaments immediately preceding the Championships.
- Manager, Operations creates player fact sheet (the WTA does not do one for the Championships) and distributes it during the two tournament weeks immediately preceding the Championships.
- The fact sheet is sent to players not playing in these two events. (Manager, Operations)
- Manager, Operations contacts 17th alternate player according to specific guidelines (see policy).

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

CREDENTIALS

- Produced by Coordinator, Operations.
- See separate page in Procedures Manual for list and quantities of credentials created.
- Produce Badge Boards for site.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

P.O.S./TOURNAMENT MATERIALS

P.O.S. MATERIALS

- Poster
- Counter card
- Brochure
- Magazine insert
- Spectator drawsheet
- Program cover
- TDI

TOURNAMENT MATERIALS

- Telephone number cards
- VS Championships banners
- Credentials
- Numbers/letter for seating areas (purchase at art store)
- Credential boards (include both sides of telephone information card)
- Information book
- Match tickets
- Ticket Vouchers
- Media meal chits
- Note to all players/VIP for Welcome Bag pick-up
- Player check-in information card
- Employee Lottery information
- Employee Discount information

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

SIGNAGE (See graphics)

Player Check-In

* PLAYER CHECK-IN (2) with arrows
* VIRGINIA SLIMS THEATRE RAFFLE (1)
* PLAYER SCHEDULE OF ACTIVITIES (1)

For Hotel

* PLAYER CONCIERGE (1)
* PLAYER CONCIERGE (when they are at the site) (1)
* VIRGINIA SLIMS BEAUTY SALON (1)
* TRANSPORTATION (for desks, cars and shuttle buses) (use signs from information sign kits)

Media Center

* WOMEN (2)
* MEN (2)
* NO CANS OR BOTTLES IN THE ARENA (1)
* MEDIA OLNY (2)
* MEDIA DINING ROOM (2)
* WORKING MEDIA AREA (3)
* INTERVIEW ROOM (2)
* WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS MEDIA BREAKFAST(1)
* WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS DRAW LUNCHEON (1)
* WELCOME TO THE $3 MILLION VIRGINIA SLIMS CHAMPIONSHIPS MEDIA CENTER (2)
* CREDENTIAL PICK-UP (2)
* VIRGINIA SLIMS CHAMPIONSHIPS (Podium sign with room for decal)(4)

On-Site

* Section seating signs...C, D, E, DD, F, FF
* Badge Boards (35)

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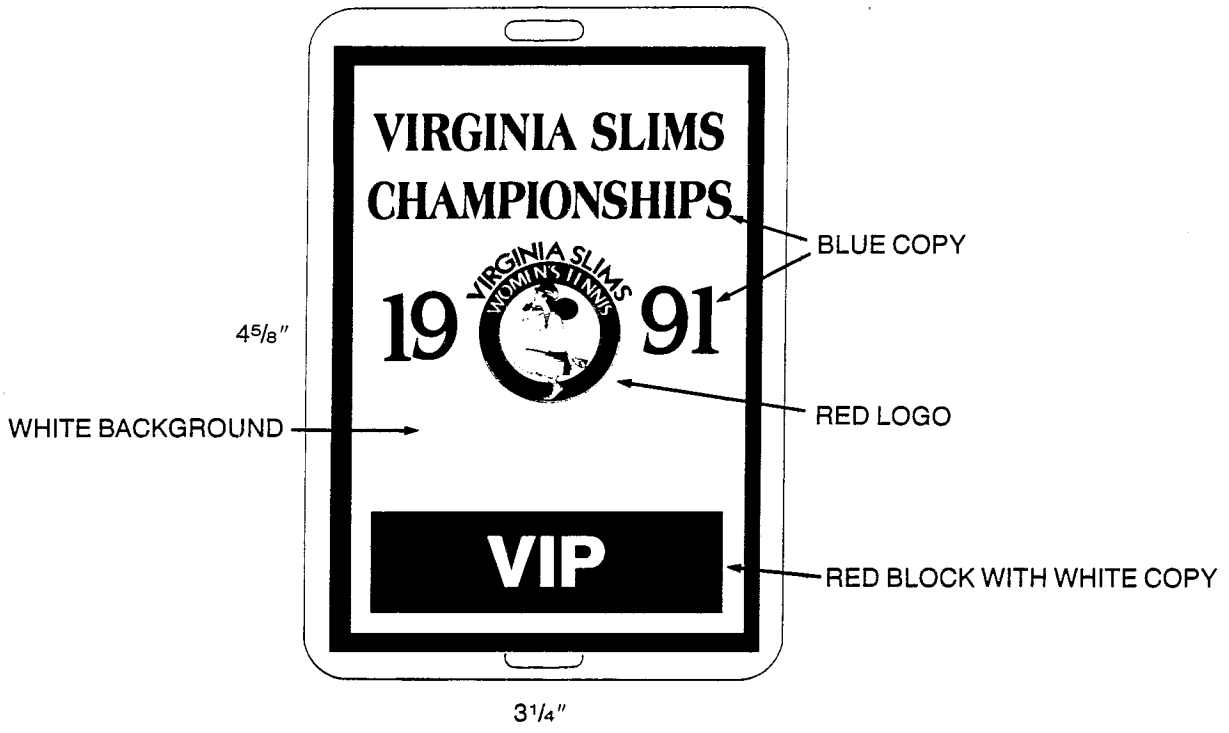
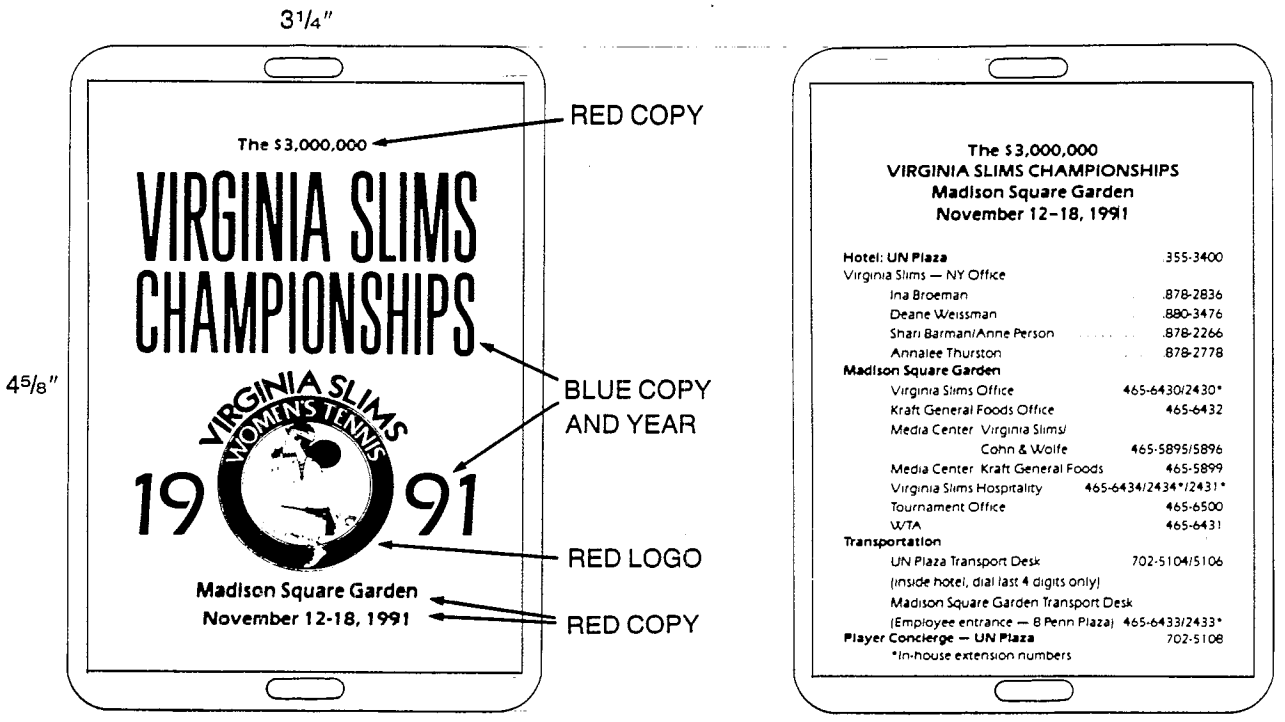
Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

CREDENTIAL



TELEPHONE CARD



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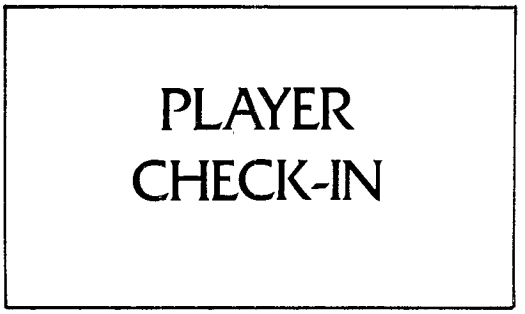
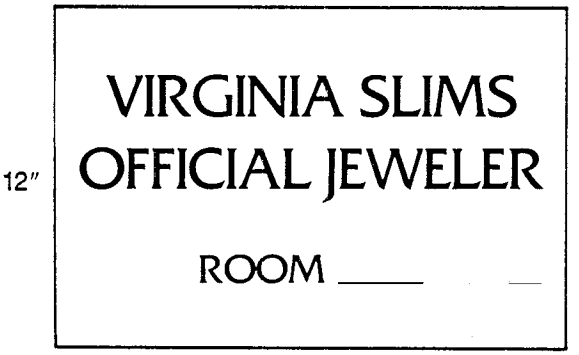
Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
SIGNAGE

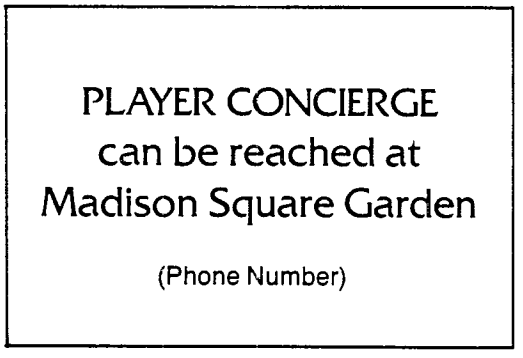


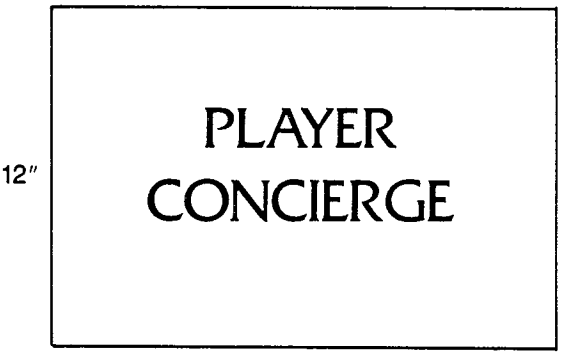
BLACK COPY ON WHITE VARNISHED FOAMCORE.
ONE TO BE USED ON AN EASEL. (1)
ONE TO HAVE A SELF-STICKING BACK. (1)
BOTH NEED TO HAVE SELF-ADHESIVE BLACK ARROWS.

BLACK COPY ON WHITE VARNISHED
FOAMCORE TO BE USED ON AN EASEL. (1)



BLACK COPY ON WHITE VARNISHED FOAMCORE
TO BE USED ON AN EASEL. (2)
SELF-ADHESIVE BLACK ARROWS ARE ALSO PRODUCED.
THE NAME OF THE JEWELER CAN ALSO
BE INCLUDED ON THE SIGN.





SELF-STANDING HORIZONTAL SIGNS WITH BLACK COPY
ON WHITE VARNISHED FOAMCORE. (1 OF EACH)

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

PLAYER SCHEDULE OF ACTIVITIES SIGN

VIRGINIA SLIMS CHAMPIONSHIPS
PLAYER SCHEDULE OF ACTIVITIES

Monday, Nov. 12

10:00 am Media Breakfast
Pierre Hotel

5:00 Virginia Slims Hospitality
Rotunda, Madison Square Garden

5:45 Matches Begin

(LIST ADDITIONAL ACTIVITIES AS APPROPRIATE THROUGH ENTIRE WEEK)

6'

4'

SELF STANDING VERTICAL SIGN WITH BLACK COPY ON WHITE VARNISHED FOAMCORE. (1)

THEATRE RAFFLE SIGN

VIRGINIA SLIMS
THEATRE RAFFLE

- Aspects of Love
- Phantom of the Opera
- Les Miserables

(Wednesday Matinee)

Please make your selections, in order of preference, and drop into the Silver Bowl.

18"

12"

SELF STANDING VERTICAL SIGN WITH BLACK COPY ON WHITE VARNISHED FOAMCORE. (1)

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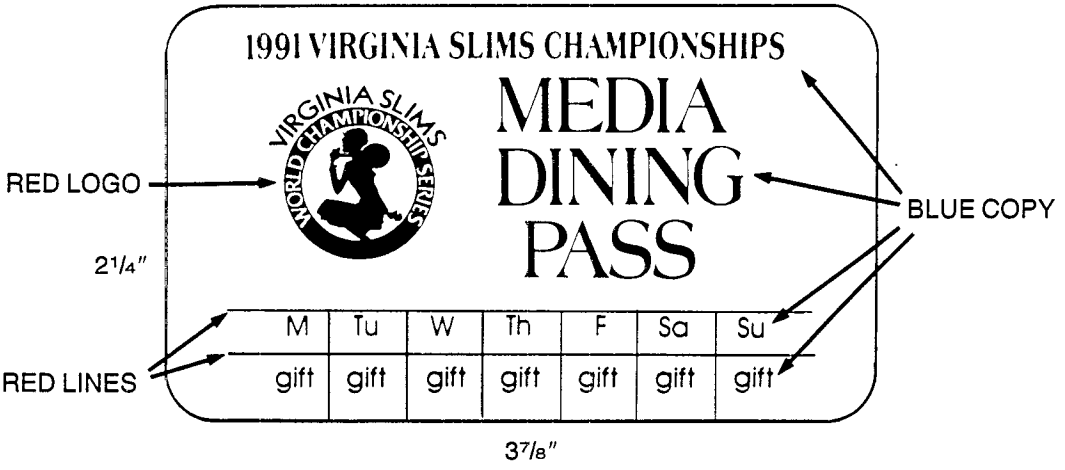
Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

MEDIA CENTER

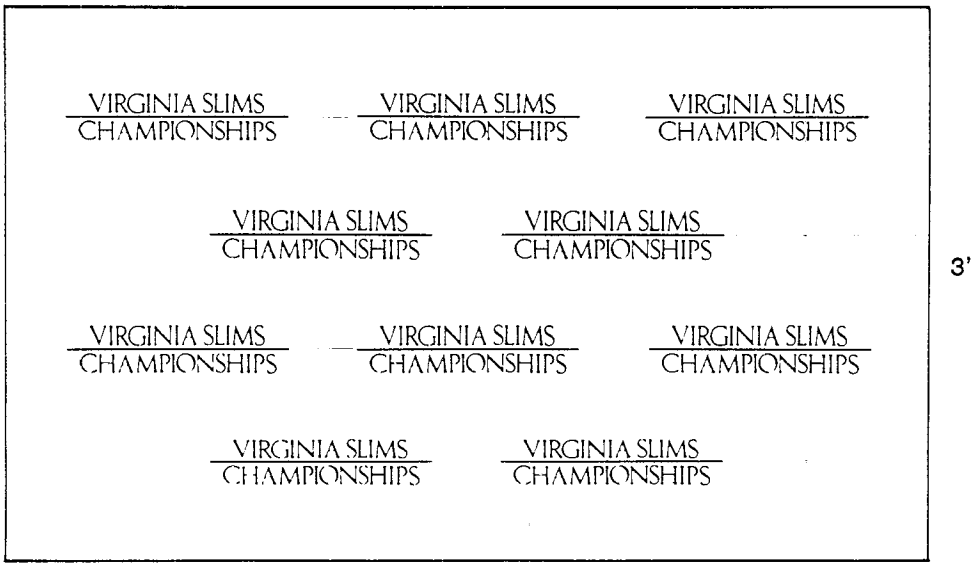
MEDIA DINING PASS



RED AND BLUE IMPRINT ON
WHITE HEAVY COATED STOCK

INTERVIEW BANNER

PRINTS WHITE COPY AND RED (PMS 200) BARS ON DARK BLUE (PMS 280) NYLON.



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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

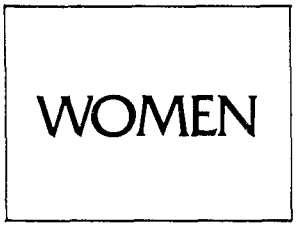
VIRGINIA SLIMS CHAMPIONSHIPS
MEDIA CENTER SIGNAGE

- INTERVIEW ROOM (2)
- CREDENTIAL PICK-UP (2)

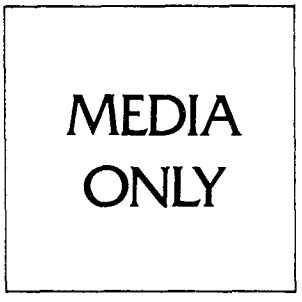
PODIUM SIGN

- VIRGINIA SLIMS CHAMPIONSHIPS (4)
(LEAVE ROOM FOR DECAL)

BLACK COPY ON WHITE
VARNISHED FOAMCORE

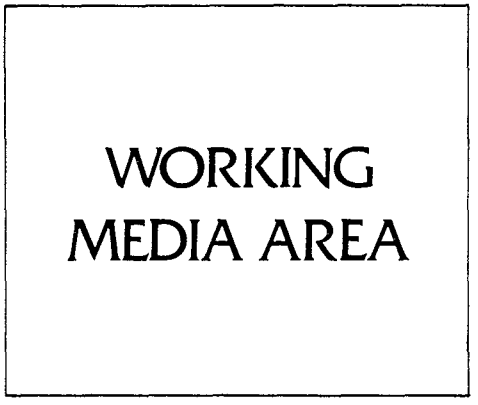


- WOMEN (2)
- MEN (2)



- NO CANS OR BOTTLES
IN THE ARENA (1)
- MEDIA ONLY (2)

BLACK COPY ON WHITE
VARNISHED FOAMCORE



- MEDIA DINING ROOM (2) (IN SCRIPT)
- WORKING MEDIA AREA (3)

VERSIONS:
- WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS MEDIA BREAKFAST (1)
- WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS DRAW LUNCHEON (1)
- WELCOME TO THE $3 MILLION VIRGINIA SLIMS CHAMPIONSHIPS MEDIA CENTER (2)

36″

BLACK COPY ON WHITE VARNISHED FOAMCORE.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
MATCH TICKETS

4 1/4"

3 5/8"

MATCH 1 MONDAY, NOVEMBER 12, 1990	**MATCH 3** TUESDAY, NOVEMBER 13, 1990	**MATCH 1** THURSDAY, NOVEMBER 15, 1990	**MATCH 1** SATURDAY, NOVEMBER 17, 1990
MATCH 2 MONDAY, NOVEMBER 12, 1990	**MATCH 4** TUESDAY, NOVEMBER 13, 1990	**MATCH 2** THURSDAY, NOVEMBER 15, 1990	**MATCH 2** SATURDAY, NOVEMBER 17, 1990
MATCH 3 MONDAY, NOVEMBER 12, 1990	**MATCH 1** WEDNESDAY, NOVEMBER 14, 1990	**MATCH 3** THURSDAY, NOVEMBER 15, 1990	**MATCH 3** SATURDAY, NOVEMBER 17, 1990
MATCH 4 MONDAY, NOVEMBER 12, 1990	**MATCH 2** WEDNESDAY, NOVEMBER 14, 1990	**MATCH 1** FRIDAY, NOVEMBER 16, 1990	**FINAL MATCH** SUNDAY, NOVEMBER 18, 1990
MATCH 1 TUESDAY, NOVEMBER 13, 1990	**MATCH 3** WEDNESDAY, NOVEMBER 14, 1990	**MATCH 2** FRIDAY, NOVEMBER 16, 1990	
MATCH 2 TUESDAY, NOVEMBER 13, 1990	**MATCH 4** WEDNESDAY, NOVEMBER 14, 1990	**MATCH 3** FRIDAY, NOVEMBER 16, 1990	

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
Credentials

TITLE/COLOR/ACCESS AREAS	QUANTITY	GIVEN TO
Red-All Access		
STAFF	250	.VS below Manager .Tournament (100)
VIP	250	.Promoters .VS/PM Mgr.& above .Affiliates .Special cases
PLAYER	100	.Players
MEDIA STAFF	50	.B.Hannan
LOGO only	50	.Emergency
VENDOR (except VS Hospitality)	100	.Tournament(90)
TV (except VS Hospitality)	50	.Tournament
Blue - All Access Except Media Center		
PLAYER GUEST	250	.Player guests
GUESTS	200	.Distributed by VS
DAILY GUEST(Paper)	300	.For VS Hospitality(Daily)
Green - Tunnel Only---No Rotunda/Media Center/VS Hospitality		
UMPIRES	100	.Tournament(95)
BALLPERSONS	125	.Tournament(120)
SPECIAL GUESTS	100	.Tournament VIPs(95)

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
Credentials
(Page two)

Gold - Media Center Only

MEDIA	300	.B. Hannan
PHOTOGRAPHER	150	.B. Hannan
MEDIA/DAILY (Paper)	250	.B. Hannan
PHOTOGRAPHER/DAILY (Paper)	150	.B. Hannan

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

PHILIP MORRIS USA — INTEROFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Distribution **DATE:** October 23, 1989

FROM: Nancy Zimbalist NZ

SUBJECT: Virginia Slims Championships Banners

We will be using the following banners for the 1990 Virginia Slims Championships.

Total Qty	Banner	Framed/ Unframed	Location
1	4′ X 7′ VS Champs	Unframed	Media Center
1	43" X 70′ VS Champs TO BE CREATED	Unframed	(1 to hang with flags next to scoreboards)
2	5′ X 15" VS Champs	1 Framed 1 Unframed	Adjacent to TV platform
8	3′ X 7′ VS Tennis	2 Framed 6 Unframed	To come from VS office
2	3′ X 12′ VS Champs	Unframed	Outside/hospitality
6	3′ x 25′ VS Champs	Framed	On-court
6	3′ x 7′ Phar-Mor	Framed	On-court
2	3′ x 7′ KGF World Tour	Framed	On-court

Masta will provide Brian Occhino (New York Decorating) with all our banners the week of October 29. Brian will make the frames the week of November 1 and start setting up at the Garden November 8.

Distribution

C. Bassignana
S. Barman
S. Gallagher
B. Occhino
A. Person
D. Weissman
I. Broeman

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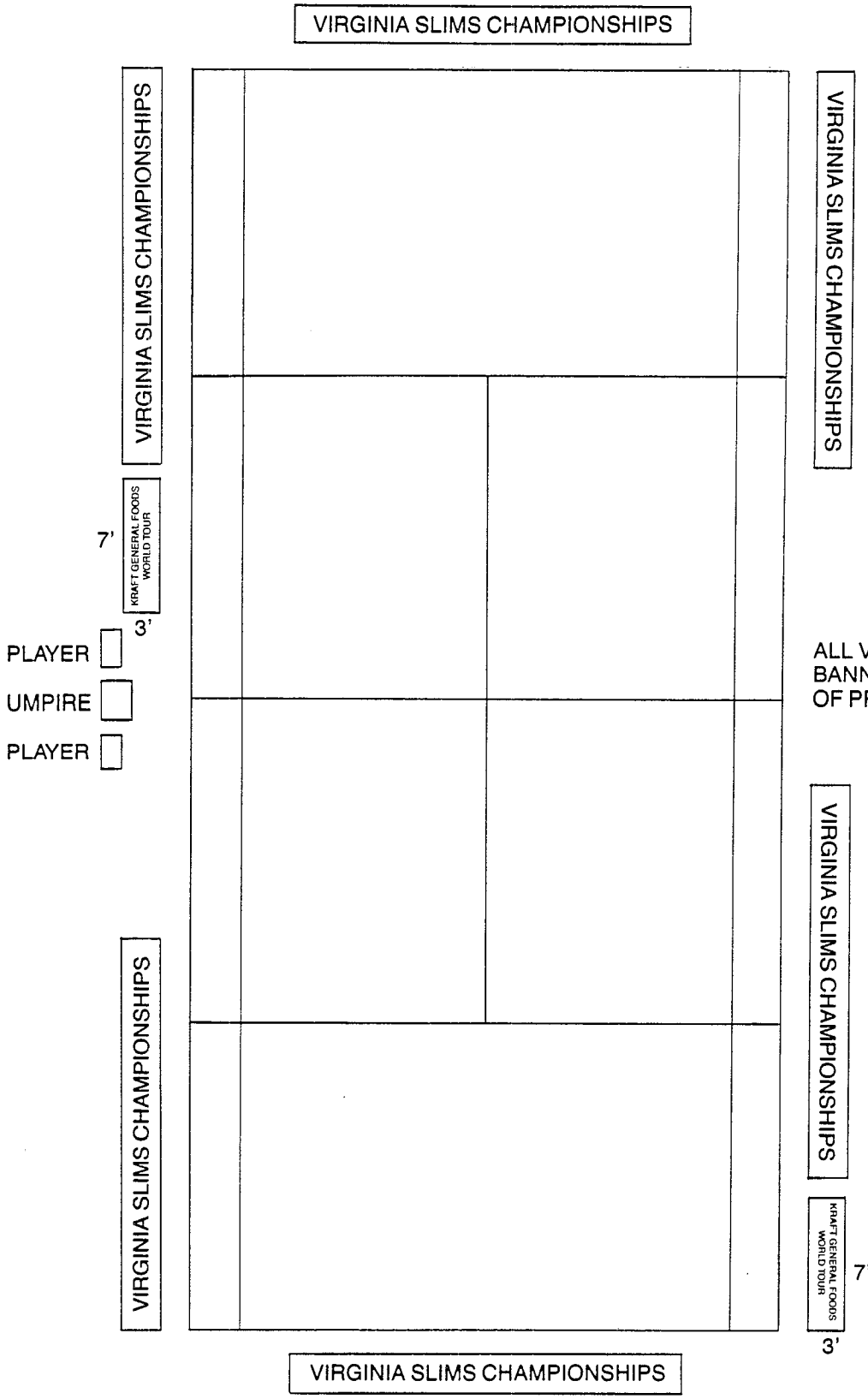
VIRGINIA SLIMS CHAMPIONSHIPS
COURT SET-UP



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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

NAMED EVENT PROMOTER INVITATION LETTER

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 5, 1990

George Liddy
Liddun International
2929 East Commercial Blvd., #610
Ft. Lauderdale, FL 33308

Dear George:

It is nearly time once again for the Virginia Slims Championships, to be held at Madison Square Garden in New York City, November 12-18.

We are again pleased to offer you one round-trip airfare (coach class) and a complimentary room at the UN Plaza Hotel for three nights, Friday, November 16 through Sunday, November 18. Room and tax will be paid directly by Virginia Slims; you will be responsible for incidentals.

Of course, we also invite you to be our guest at the matches for the final weekend. Please hold the evening of Sunday, November 18 open for the annual Virginia Slims Championships Awards Banquet.

Please make your own airline reservations and submit the original ticket receipt (last page of the ticket) to us not later than December 14, 1990 to receive reimbursement.

Please contact Anne Person or me by October 19 to let us know that you will be joining us for the matches and festivities.

George, we hope you will be part of the celebration at this year's Virginia Slims Championships.

Sincerely,

Deane Weissman
Manager, Event Marketing
Virginia Slims

cc: I. Broeman
A. Person

2040560386

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
INTERNATIONAL TOURNAMENT DIRECTORS & PROMOTERS
INVITATION LIST
(Primary Events Only)

Mr. Franco Bartoni
Italian Tennis Federation
Viale Dei Gladiatori 31
00194 Roma, Italy

Mr. John Beddington
c/o Canadian Tennis Association
3111 Stells Avenue West
Downsview, Ontario M3J 342
Canada

Mr. Patrice Clerc
Director, French Open
Championships
French Tennis Federation
Stade Roland Garros
2 Avenue Gordon Bennett
75016 Paris
France

Mr. Dieter Fischer
Tennis Club TS4 Filderstadt
Sportzentrum Platten Hardt
7024 Filderstadt 4
West Germany

Mr. George Hendon
Dale Place, Rake, Liss
Hampshire GU33 7JF
England

Mr. John Feaver
The Lawn Tennis Association
Barons Court
London, W14 9EG
England

Mr. John Curry
All England Lawn Tennis & Croquet Club
Church Road
Wimbledon, Encland

Mr. Gunther Sanders
Leisewitzstrabe 26
D-3000 Hannover 1,
West Germany

Mr. Phil de Picciotto
Advantage International
1025 Thomas Jefferson S.
Suite 450
Washington, D.C. 20007

Mr. Colin Stubs
LTAA
55 Commercial Road
South Yarra 3141
Australia

Mr. Eberhardt Wensky
LTCC "Rot-Weiss" - e.v.
Gottfried von Cramm
WEG 47-55
D-1000 Berlin 33
West Germany

Mr. Jack Butefish
Group Dynamics, Inc.
2601 Ocean Park Avenue #309
Santa Monica, CA 90405

Mr. Kobayashi
Dentsu, Inc.
1-11 Tsukiju, Chuo-ku
Tokyo 104, Japan

2040560387

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

1990 HOSPITALITY INVITATION LIST

DOMESTIC NON-NAMED EVENT TOURNAMENT PROMOTERS
(Tennis Tickets/Banquet/On-Site Hospitality Only)

U.S. HARDCOURT San Antonio, Texas	JOANN CELLA MIKE BURNS
LIPTON INTERNATIONAL PLAYERS CHAMPIONSHIPS Key Biscayne, Florida	CLIFF BUCHHOLZ BUTCH BUCHHOLZ
FAMILY CIRCLE CUP Hilton Head Island, South Carolina	JACK JONES JOHN MORENO DEDE PATTERSON CHUCK TOWNSEND
BAUSCH & LOMB Amelia Island, Florida	CAPITAL SPORTS BOB ARRIX
U.S. OPEN Flushing Meadows, New York	JOANN CELLA MARSHALL HAPPER
MAZDA TENNIS CLASSIC San Diego, California	JANE STRATTON RAQUEL GISCAFRE
WESTCHESTER LADIES CUP Westchester, New York	CHRIS BOYER
OTB OPEN Schenectady, New York	NITTY SINGH
ARIZONA CLASSIC Phoenix, Arizona	TRISH FAULKNER
JELL-O TENNIS CLASSIC Indianapolis, Indiana	BARBARA WYNNE ANN SCHAEFER

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

NON-NAMED EVENT PROMOTER INVITATION LETTER

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 9, 1990

Jane Stratton
Promotion Sports, Inc.
P.O. Box 2271
Delmar, CA 92014-1571

Dear Jane:

It is nearly time once again for the Virginia Slims Championships, to be held at Madison Square Garden in New York City, November 12-18.

Virginia Slims would like to invite you to be our guest at the matches for the final weekend. Please hold the evening of Sunday, November 18 open for our annual awards banquet.

Please fax Anne Person or me (212-922-1462) by October 19 to let us know that you will be joining us for the matches and festivities.

Jane, we hope you will be part of the celebration at this year's Virginia Slims Championships.

Sincerely,

Deane Weissman
Manager, Event Marketing
Virginia Slims

cc: I. Broeman
A. Person

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS PLAYERS SARATOGA CAMBRIDGE ALPINE MULTIFILTER

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

WELCOME LETTER

November 11, 1990

Dear Players and Guests:

All of us at Virginia Slims welcome you to New York for the 1990 Virginia Slims Championships at Madison Square Garden.

Throughout the week, activities are planned to spotlight women's tennis. We are delighted that you are here for this prestigious tournament marking the culmination of an exciting year in women's tennis.

The tournament festivities begin on Monday, November 12th, with the Player/Media Breakfast at the Pierre Hotel. The week of match action and activities concludes with our Awards Banquet at the Pierre Hotel Sunday, November 18th.

This booklet has been developed to provide information and answer any questions you may have concerning this year's Championships. If you need additional information, please feel free to contact any of us at Virginia Slims.

Again, welcome to the Virginia Slims Championships and enjoy what promises to be a great week!

...And a special "Good Luck" to the players.

Sincerely,

Ina W. Broeman
Group Manager, Event Marketing
Virginia Slims

Deane Weissman
Manager, Event Marketing
Virginia Slims

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

LETTER TO PLAYERS ACCOMPANYING GIFT

November 7, 1990

Dear Mary Joe:

We are delighted to welcome you and congratulate you on qualifying for the 1990 Virginia Slims Championships. It is an achievement to be proud of and we share that pride in your year-long effort.

As a small way of commemorating your qualifying, enclosed is a memento marking the occasion.

We are looking forward to welcoming you to the Virginia Slims Championships at the Player Check-In on Sunday night in Suite 2935 at the UN Plaza. This is where you need to pick up your credentials. When you stop by you become eligible to win Broadway theatre tickets.

In preparing for the week, keep in mind the Media Breakfast on Monday morning. And the Virginia Slims Championships Awards banquet on Sunday night, November 18 features a special performance by Taylor Dayne. It will be a fun and exciting evening and we know you'll have a great time.

Again...congratulations!

Best regards,

Deane

Deane Weissman
Manager, Event Marketing
Virginia Slims

cc: Ina Broeman
Anne Person

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

ARRIVAL KITS

- Virginia Slims Championships bag (produce) - 400
- Information booklet (produce) - 400
- Credentials (produce)
- Program (get from Promoter) - 400
- Pen
- Notepad
- Telephone card (produce)
- T-shirt (Championships graphic)
- Luggage tag
- Chain for credentials
- Other items to be determined

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

HOTEL

ALL RESPONSIBILITIES----MANAGER, OPERATIONS

See Attached Copy of U.N. Plaza Contract

Rooms

* Room price determined by hotel based on Consumer Price Index with previous year as base figure.
* Upgrade rooms for: Top 8 singles players and top 4 doubles teams (in other words, the seeded players).
* Procure as many efficiencies and Tower kings as possible (for players and VIPs).
* Use hotel floor plan to determine exact type of rooms.
* Set aside block of 60-150 rooms per night.
* Manager, Operations is the only contact person to reserve rooms for all guests.
* Begin to make all reservations at least 4 weeks in advance for players, Virginia Slims staff, WTA, promoters and miscellaneous guests. Final room list is due two weeks before first night that room block begins.
* Set up master billing and work closely with hotel to ensure proper rates are charged to each guest.

Additional Hotel Needs

* Player Check-In -- Sunday before event, 5:00-9:00 p.m. Need large parlor or suite (UN Plaza-Suite 2935). Must be available by 9:00am.
* Promoter meetings.
    - Set aside a meeting room for two days at hotel. Coordinate with President of WPTTA.
* WTA Committee Meetings/Board Meetings.
    - Coordinate dates with WTA or committee chairperson.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

* WIPTC Meetings.

  . Set aside meeting room for 2 days. Coordinate with the WIPTC Administrative Assistant.

* Cocktail Reception.

  . Suite 2935 on Saturday evening following the matches.

* Transportation Desk.

  . Located in the hotel lobby. Transportation Director arranges for tables, chairs, easels, telephone lines with the hotel contact.

* Player Concierge Desk.

  . Located adjacent to but separate from the Transportation Desk in the lobby.

* Jeweler.

  . Large room or suite for displays (paid for by jeweler).

* Beauty Salon.

  . Suite with a lot of mirrors for 2 (or 3) days, 9:00am-6:00pm. Retain this suite all week long for Player Concierge to sleep and use as storage for good bags and boxes.

2040560394

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

UNITED NATIONS PLAZA HOTEL
A PARK HYATT HOTEL

RECEIVED
SEP 19 1990
DEANE WEISSMAN

September 14, 1990

One United Nations Plaza
New York, New York 10017-3575
Telephone 212 355 3400
Telex 126803
Telefax 212 702 5051

Ms. Ella Musolino-Alber
Mr. Bill Goldstein
Virginia Slims Championships
Sports Etc.
2 Pennsylvania Plaza
15th Floor
New York, NY 10023

Dear Ella:

Dear Bill:

Thank you for your interest in the United Nations Plaza Hotel, a Park Hyatt for the 1990-1994 Virginia Slims Tournament.

At this time, the following arrangements are being held for you for the 1990 event:

Sleeping Room Accommodations

Date	Rooms
Friday, November 9	20
Saturday, November 10	40
Sunday, November 11	65
Monday, November 12	65
Tuesday, November 13	80
Wednesday, November 14	80
Thursday, November 15	80
Friday, November 16	90
Saturday, November 17	90
Sunday, November 18	80

Departure date is Monday, November 19, 1990

Additionally, 16 One-Bedroom suites and 3 Two-Bedroom suites are reserved for the following tentative dates:

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

Friday, November 9	8 One-Bedroom Suites 1 Two-Bedroom Suite
Saturday, November 10	8 One-Bedroom Suites 2 Two-Bedroom Suites
Total by Saturday, November 10	16 One-Bedroom Suites 3 Two-Bedroom Suites

We will also be providing 2 Two-Bedroom Suites, on a complimentary basis for Ella Musolino-Alber and Bill Goldstein.

Rates

Deluxe Accommodations 1990:

$160.00 - Players and coach or family members.
$180.00 - Guests

All rates are exclusive of New York City Sales and Occupancy Taxes.

Each player will be entitled to two rooms at the player rate ($160.00), one for herself and one for her coach or a family member. Additional rooms for players and others will be $180.00

Deluxe Accommodations 1991-1994:

Use 1990 rates as a base and increase not to exceed Consumer Price Index.

Suites

As agreed, we will provide sixteen (16) one bedroom suites for the players at the player rate of $160.00 and guests at $180.00. Two-Bedroom suites will be at the rate of $320.00 for players and $360.00 for guests.

Reservations Procedure:

A rooming list is due no later than October 12, 1990. Any rooms not picked up at that time will be released. Should additional rooms be required, they will be granted based on availability.

Cynthia Poggi, our Group Sales Coordinator will be contacting Anne Person for the rooming list.

Any revisions or cancellations to your rooming list after it has been received should be handled by Cynthia Poggi at 355-3400 extension 5310.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

Billing Instructions:
All players, player's guests and most other guests will be responsible for all of their own charges. The only exceptions will be certain specific guests of Philip Morris whose room and tax charges, only, will be master billed. Each guest will settle their own incidental charges.

Meeting Room Arrangements:

The following meeting room arrangements are being held for you on a tentative basis:

Date	Time	# of People	Rental	Room
11/11/90	10AM-9PM Player Welcome Buffet	30-40	N/C (includes set-up)	2935
11/13/90	9AM-Onward Beauty Salon	5-10	$160.00	One-Bedroom Suite***
add:	9-12 International Planners 40 N/C TBD			
11/14/90	9AM-Onward Beauty Salon	5-10	N/C	One-Bedroom Suite***
11/15/90	8AM-5PM ~~WPPTA~~, WIPTC Meetings	20 ~~25-40~~	N/C	Dag Hammarskjold
11/16/90	8AM-5PM ~~WPPTTA~~, WIPTC Meetings	20 ~~25-40~~	N/C	Dag Hammarskjold
add: 11/16/90	7:30-1p.m. WPTTA	40	N/C	
11/17/90	8AM-12N WPPTA, WIPTC Meetings	25-40	N/C	Dag Hammarskjold
delete	9-1pm			
11/18/90	9AM-12N WPPTC, WIPTC Meetings	25-40	N/C	Dag Hammarskjold
delete				
11/18/90	3PM-7PM Beauty Salon	5	N/C	One Bedroom Suite***
add:	9-12 WITA Bd	20		
11/19/90	~~2PM-5PM~~ 9-12pm WITA Board Meeting	20	N/C	TBD
change: 11/19/90	9AM-5pm			
add:	KGF Steering Committee	20	N/C	
delete				

If a Media Room is required, it will be provided at the player rate.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

After we have received your signed copy of this letter, June Martinez, our Director of Catering will be contacting you to discuss the details of your meeting and deposit required.

***The hours for the Beauty Salon and Media Training rooms listed above are for the functions only. Set-up will be done in advance. We will arrange to have the Beauty Salon and Media Training rooms very close.

New Tennis Court

The United Nations Plaza Hotel and Philip Morris agree to split 50/50 the total cost of a new tennis court which amounts to approximately $25,000 ($12,500.00 - United Nations Plaza Hotel/$12,500.00 - Philip Morris). Should the condition of the court deteriorate in the future, both parties will make a joint decision to determine if the court is fit for professional play. The United Nations Plaza Hotel agrees to split 50/50 the total cost of a replacement court.

We understand that the new court will meet Virginia Slims specifications and the United Nations Plaza Hotel will select the color.

Practice Time

The on-site tennis court will be available exclusively for the Virginia Slims Championship players use during the following hours:

Saturday, November 10	9AM-6PM
Sunday, November 11	9AM-6PM
Monday, November 12-Friday, November 16	7AM-7PM
Saturday, November 17	9AM-1PM

Virginia Slims Championship will pay $4,100. for the cost of the 82 court-hours at $50.00 per hour. The practice court fee shall remain constant over term of agreement.

Transportation

All limousines and official Virginia Slims cars should be parked along East 44th Street from the Ambassador Grill entrance back to Second Avenue. Permits, if required, are to be arranged by your Transportation Director with the New York Police Department.

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

A tournament desk will be set up at the base of the hotel ramp, against the mirror back to back with the gift shop. The desk will be operative and staffed from Sunday, November 11 at 8:00AM until Monday, November 19 at 3:00PM. We ask that only official Virginia Slims signs be displayed on easels.

A rest area will be available in the Ambassador Grill hallway for drivers between shifts.

A locked closet will be provided to store items during the day and over night.

Virginia Slims will be responsible for the installation cost of the transportation desk telephones. Please advise us of your requirements.

Complimentary Suites

The United Nations Plaza Hotel will provide, on a complimentary basis, 2 two-bedroom suites for eight nights during the tournament dates.

Due Bill

The United Nations Plaza Hotel will authorize a due bill in the amount of $7,500.00 per tournament to be applied toward any and all expenses incurred by the Virginia Slims Championship. Each due bill charge will be authorized by Ella Musolino-Alber or Bill Goldstein and must be consumed prior to the next years tournament. The Tennis Court cost installation fee and the hourly court charge is not included in this amount. A total of $4,100. of this due bill will be applied against the Philip Morris account.

Trade Out

The following has been mutually agreed upon by both parties:

The Virginia Slims Championships would agree to utilize the United Nations Plaza Hotel as the "Official Hotel" for the next five Virginia Slims Championships (1990, 1991, 1992, 1993 and 1994). The United Nations Plaza Hotel would be used by the competing athletes, Virginia Slims Championships VIPs, Virginia Slims guests as well as Kraft/General Foods guests.

The United Nations Plaza Hotel would have the right to fully promote and advertise the designation as the "Official Hotel" of the Virginia Slims Championships and the United Nations Plaza Hotel would receive the full cooperation and assistance of the Virginia Slims Championships in garnering publicity for the United Nations Plaza Hotel through media mentions, photo opportunities, etc.

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

The United Nations Plaza Hotel would receive one (1) four seat box for all seven sessions of the Tournament. This will include corporate identification on our box and admission to the Courtside Club, the exclusive hospitality area for box and series seat holders.

The United Nations Plaza Hotel would receive one (1) full page advertisement in the Official Tournament Program.

The United Nations Plaza Hotel would receive one full-page editorial in the Official Tournament Program.

The United Nations Plaza Hotel would receive a special public address announcement highlighting the "Official Hotel" designation during each session of the Tournament.

The United Nations Plaza Hotel would receive twenty (20) additional tickets to each session of the Tournament (total of 140 tickets).

The United Nations Plaza would receive mention on Madison Square Garden's 24-hour Telespot Marquee, beginning several weeks prior to the Tournament.

The United Nations Plaza Hotel would receive mention on Madison Square Garden's electronic messageboard located inside the arena throughout each session of the Tournament.

The United Nations Plaza would receive mention in the Official Virginia Slims Championships Fall Newsletter.

The United Nations Plaza Hotel would receive two (2) VIP passes to your exclusive, private Hospitality Suite conveniently located and offering complimentary drinks and hors d'oeuvres.

The United Nations Plaza would receive a list of box and series seat holders to the Virginia Slims Championships for use in direct mail marketing.

Cancellation Policy:

1990 Event

Cancellation of 50% or more of these guest rooms within 14 days of your major arrival date will result in a penalty of one night's room rate for each reservation cancelled.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

1991-1994 Events:

The Virginia Slims Championship agrees to notify the United Nations Plaza Hotel with a 90 day cancellation for the 1991-1994 tournaments.

If all of the above points meet with your approval, please sign and return this letter no later than September 20, 1990 in order for us to hold these arrangements on a definite basis.

We look forward to continuing the relationship with The Virginia Slims Championships and Philip Morris.

Cordially

Lynn Mottek Clayton

cc: John Power, General Manager
Michael Doyle, Manager
Jim Mastrangelo, Director of Marketing
June Martinez, Director of Catering
Cynthia Poggi, Group Sales Coordinator
Anne Person, Director, Worldwide Operations, Virginia Slims Tennis

Approved by Philip Morris: _____

Date: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS
TRANSPORTATION

- Review preceding year and determine changes.
- Set policy and clearly outline on lists for limousines and shuttles.
- Have only one person to authorize exceptions to policy.
- Airport transportation list....Players and VIP exceptions only. Coaches and parents only if with players.
- Determine policy with MSG regarding transportation expenses.
  - . Stringer/Stringing machine-VS expense.
  - . Drawsheet drop-off/pick-up-Tournament expense.
  - . Players, coaches, relatives-Players have priority. VS expense.
  - . Steve Gallagher--1 car at his disposal at all times.
  - . National Anthem Singer.
- Determine schedule: To MSG until 2 hours after matches start, then only runs from MSG.
- Transport desk should be set up and running by Sunday.
- Airport transportation starts on Friday.
- Transportation Desk at hotel assists Concierge in handing out Welcome Bags and needs to receive a daily hotel "alpha" listing.
- Media shuttle bus to and from the Media Hotel.
  - To site: Two specific times set up...45 and 90 minutes and prior to beginning of matches.
  - From site: PR Director calls MSG Transportation Desk daily to arrange same-day media transport to media hotel. Announcements made in Media Center. Transportation schedule should be posted.
- Other transportation needs: Media Breakfast; Media Pro-Am; Banquet.

2040560402

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

May 9, 1990

Dear

This letter confirms our agreement to hire you to handle the transportation services at the 1990 Virginia Slims Championships and that you have accepted the following terms and conditions:

Your duties will include coordinating and supervising all aspects of transportation - i.e., sourcing chauffeur suppliers, negotiating contracts, arranging for limousines, organizing media transportation, interviewing drivers, scheduling dispatching if necessary, acquiring needed permits and all other advance and on-site responsibilities, including wrap-up services.

You will also order and oversee the installation of telephone service at transportation desks both at the UN Plaza Hotel and Madison Square Garden.

You will staff the transportation desk(s), including yourself, as follows:

STAFFING REQUIREMENTS

Day/Date	# of Staff	UN Plaza	MSG
Sat, 11/10	one	10AM-6PM	-
Sun, 11/11	two	9AM-6PM or end of practice day	-
Mon, 11/12-Thurs, 11/15	four	8AM-8PM	8AM-1/2 hour after conclusion of last match
Fri, 11/16-Sun, 11/18	four or five	8AM-8PM	8AM-1/2 hour after conclusion of last match
Mon, 11/19	one or two	8AM-2PM	-

2040560403

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

Services for additional staff will be billed at $150.00 per day to Virginia Slims at the conclusion of the Championships.

You will also provide two staff persons for the Hospitality Suite and the Virginia Slims office (one each) at Madison Square Garden for Monday through Friday from 5:00 PM to 12:00 midnight and Saturday and Sunday from 12 noon to the conclusion of the matches. Each staff person will be billed at $75.00 per shift to Virginia Slims at the conclusion of the Championships.

You will also be responsible for supervising transportation to and from the Promoter Dinner Saturday evening, November 17, and the banquet at the Pierre Sunday evening, November 18.

You will supervise badge controls and assist in handing out player and guest bags as required.

For providing the above listed services, Virginia Slims will pay you, as an independent contractor, a fee of $ to be paid as follows: $ on June 1, 1990, $ on July 15, 1990, $ on September 1, 1990, and $ on November 19, 1990.

In addition, Philip Morris will pay all reasonable and pre-approved, documented expenses you incur in performing the services listed herein, including the above-mentioned expense for additional personnel.

Expenses will be submitted by December 17, 1990 and will be reimbursed within two weeks of your submitting a documented expense report.

Your checks will be made out to and mailed to:

If you are in agreement with the terms outlined by this letter, please sign and return the enclosed counterpart.

Very truly yours,

Leo McCullagh
Director, Marketing Promotions

Accepted and agreed as of
the date of this Agreement:

_____

2040560404

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

COCKTAIL RECEPTION

- Held at the U.N. Plaza hotel in Suite 2935 on Saturday evening following the matches.
- All details coordinated by Shari Barman and Annalee Thurston.

2040560405

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

HOSPITALITY

ON-SITE

Hospitality Area

. Room for 150 persons.

. Small separate curtained-off private meeting area.

. A coat room with at least four coat racks.

. Desk set up in corner for ticket distribution.

. Telephone lines: 1 extension.
2 outside lines.
3 instruments.
3 outlets.
All three lines should be on each of the instruments, if possible.

. 3 monitors (Steve).

. 24-hour security guard (Steve).

. Use office as store room.

. Hour of operation: Monday-Friday: 45 minutes before matches
Saturday: 1 hour before matches
Sunday: 1 hour before exhibition for promoter brunch

. **Staffing:** Set up operating schedule and staffing schedule.
2 receptionists (Coordinator, Operations)...one to be there at all times, the other to be a runner. $ 75.00 per day plus a goody bag.
Waiter Service...to serve drinks, staff buffet and clean-up.

. **Set-up:** chairs, couches, tables, flowers, plants, carpeting, pipe and draping. (Steve Gallagher handles all details with New York office.) Attractive trash cans.

. Catering: Steve Gallagher to submit menus, bar set-up and staffing requirements for New York office approval (by September 15).

. Need programs from promoter. Use remaining programs after stuffing goody bags.

2040560406

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

Virginia Slims Office

- Same office location as in 1990.
- Need 8' table with draping and 6 chairs; plants; trash cans; wall decorations; television monitor; miscellaneous supplies brought by Manager, Operations, from New York office.
- Telephone lines: One internal extension (need separate instrument), one outside line.
- Manager, Operations, brings mobile phone with answering machine.
- 1 person to watch office, answer phone, etc.(Coordinator, Operations hires)...trade with Hospitality receptionists. $75.00 per day plus goody bag.

Sales Force

- Trade Relations handles all details.

Media Room

- Catering Schedule: 4:30 p.m. - 8:00 p.m. -- Hot food (buffet service) with waiter attendant (black pants, white shirt)
  8:00 p.m. - 11:00 p.m. -- Dry snacks; sandwiches; c h e e s e ; crackers; cold salads; fruit bowl; popcorn machine; hot dog cart; soft beverages. Self service.

Transport Desk

- Breakfast: Continental.
- Lunch: Sandwiches.
- Dinner: $10.00 per driver cash.
- Steve Gallagher to submit costs for approval.

BANQUET

- Menu (Steve Gallagher works with New York office and sets up tasting).
- Price (Steve Gallagher submits to New York office for approval).
- Wines (Determined at tasting set up by Steve Gallagher).

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

BANQUET (continued)

- Table seating (determined on Sunday morning of banquet).
  - Determine number of seats/tables given to promoter, and identify location.
  - Determine number of seats/tables given to Steve Gallagher, and identify location.
  - Seat all guests.
- Player per diem is paid only to players who attend the Banquet.
- Any player that reaches the quarter finals -- singles or doubles -- must stay. Work with WTA on how to enforce this.
- Secure orchestra or disc jockey (Steve/New York office).
- Entertainment (New York office).
- Reception Desk -- at top of the stairs going into cocktail area.
  - Secure four(4)secretaries from the New York office.
- 4 attendants in cloakroom (Steve Gallagher to arrange).
- Gift (New York office) is distributed to guests upon leaving.
- Decor/Flowers (Steve Gallagher) with approval from New York office.
- Invitation deadlines (1991):

Banquet	November 24
RSVPs due	November 11
Invites out	October 9
Invites addressed	October 6/7
Into production	September 16
Artwork approved	September 9
Designs developed	August 12

2040560408

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

TICKET NEEDS

- Coordinator, Operations, works with Trade Relations to determine Sales Force needs. Trade Relations orders and pays for their own tickets directly through the tournament ticket manager.
- Steve Gallagher receives tickets upon reasonable request.
- Charity obligations throughout the year in connection with Virginia Slims named events. A certificate (copy attached) is issued by Manager, Virginia Slims Tennis, and must be returned by November 1.
- Corporate Affairs ticket needs handled the same way as Trade Relations above.
- All ticket requests must be made in writing to Manager, Virginia Slims Tennis. Any requests for 10 or more tickets will be directed to the tournament ticket manager.
- Coordinate closely with WTA and tournament regarding player requests.
- Saturday and Sunday seating diagram for sections C and D is to be approved by Leo McCullagh and Ellen Merlo.
- See Ticket Analysis memo and usage chart.

VOUCHERS (see sample attached)

- Virginia Slims produces (art department) 2,000 vouchers in July which are distributed as follows:
  - 1,200 to Sales Force to give to their customers as incentives for them to place P.O.S. materials.
  - 150 for Employee Lottery.
  - The rest are for miscellaneous ticket requests.
- Vouchers are only for Monday or Tuesday night sessions and are redeemed at the box office for two free tickets.
- There is no cost to Virginia Slims except for production of the vouchers.

2040560409

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

EMPLOYEE LOTTERY

- On October 1, Coordinator, Operations, composes a letter/form for 150 winners of the employee lottery (see attached sample).
- Coordinator, Operations, coordinates distribution of letter/form with the editor of Happenings.
- The letter/form is desk-dropped one month in advance.
- Entries are submitted to the editor of Happenings three weeks in advance.
- The editor of Happenings draws 100 names and posts the list of winners on bulletin boards 2 1/2 weeks in advance. The list of winners should include information about location, days and times of pick-up (voucher) from Coordinator, Operations. Recommended pick-up times are two consecutive mornings for two hours each, two weeks prior to the event.

EMPLOYEE DISCOUNT TICKETS (see attached form)

- Coordinator, Operations, works with tournament ticket manager to develop an employee discount ticket form in early September.
- Coordinator, Operations, takes updated form to Printing Services and coordinates with the Mail Room to have it desk-dropped.
- All inquiries go directly to Madison Square Garden-(212)465-6500.
- Deadline date is November 1.

2040560410

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

January 30, 1991

TO: Deane Weissman

FROM: Shari Barman

RE: 1990 Virginia Slims Championships Ticket Analysis

Attached is a chart outlining Virginia Slims' ticket availability and usage for each day of the Championships. As you can see from the 94% usage, we have done a fairly good job of cutting back so as not to have a multitude of wasted tickets left at the end of the event; however, this can improve if we change the request approval policy next year.

In reviewing the ticket requests, I noted the following Trade Relations and Corporate Affairs use in addition to the tickets they may have purchased:

	Trade Relations	Corporate Affairs
Wednesday	6	0
Thursday	5	0
Friday	2	24 (20-Boltz 4-Johnson)
Saturday	2	34 (4-S.Day 20-Boltz 2-Hunsicker 2-Johnson 6-Sarrow)
Sunday	28	22 (20-Boltz 2-Hunsicker)

These numbers are pretty accurate although I may have missed a few.

The rest of the tickets went to the following constituencies:

*Philip Morris executives and families
*Philip Morris staff
*Virginia Slims executives and staff
*Domestic tournament promoters
*International tournament promoters
*WIPTC
*Players
*Player guests (especially Martina)
*Miscellaneous celebrities
*KGF (especially Sunday)
*Affiliates

continued.....

2040560411

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

*U.N. Plaza executives and staff
*WTA (especially Monday)
*Joe Cullman
*Promoter special requests
*Leo Burnett
*Tournament auction winners

A lot of the Philip Morris and KGF tickets were billed back to them for the first time this year. I would like to see more of that in future. I would suggest that these ticket requests be directed to the tournament office but the tournament office would probably tell them to use the Employee Discount form, and I know for a fact that the tickets given out to those who use this form are bad....300 levels. This should be addressed with Ella next year.

Once again we need to have a better system of monitoring the persons to whom we grant requests. I will devise a form to be used for all requests. See my wrap up for further comments on this subject.

We need to keep in mind that Monday through Thursday is not necessarily the best nights to tell people to request because we have fewer tickets available.

ONE LAST THING....In comparing the ticket allocation chart (copy attached) with the tickets actually received, I noticed that there is a discrepancy. The tournament says we received 31 Section F seats (all of them) on Friday, Saturday and Sunday. In fact, there are only 30 seats in Section F and I am assuming we were charged for 31....3 more than we should have been. I know it is a small amount...and I am sorry I did not catch it before....but I think it should be brought to their attention for a credit in 1991.

I believe that between my wrap up and this memo everything regarding tickets has been covered. Please call me if you have any further questions.

Best regards.

/vj
cc: I. Broeman
A. Person
attachment: 3

2040560412

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

January 31, 1991

TO: Deane Weissman

FROM: Shari Barman

RE: 1990 Virginia Slims Championships Tickets Analysis Addendum and 1991 Recommendation

In my January 30, 1991, Championships ticket analysis I said that our tickets were well utilized (94%), but what I did not convey very well was that too many people received tickets because we had them available. It is my opinion that it is not necessary for Virginia Slims to buy 1,432 tickets just to have them available to people who should not necessarily be getting them in the first place....this is where we get stuck.

My recommendation for 1991 is to trim the purchased ticket amount by 5% as follows;

Day	Location	Total Seats	Notes
Thursday	O	23	This is assuming we get Joe C's box again
	OO	3	
	221	6	
Friday	221	18	All of these people can go on Mon/Tues and use vouchers
Saturday	222	13 (Row E, Seats 1-13)	" "
Sunday	222	13 (same as Sat)	" "
	Total:	76	

On top of this slight cut-back, we should also establish a strict policy and stick to it even if tickets go unused...this way we can better determine a realistic amount to cut back for future years.

continued.....

2040560413

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

A form should be used for all ticket requests and include the following information:

- Date
- Name
- Company
- Department
- Title
- Telephone Number/Extension
- Address
- Ticket Request: 1st, 2nd and 3rd choice
- Quantity
- Date pulled
- Date picked up
- Picked up by (signature)

Use:
- Personal
- Business
- Explanation
- Request From
- Approved by: (1 or more)
  - EM
  - LMc
  - IB
  - DW
- Location

As I mentioned before, I will create this form as time gets closer.

Other things to consider:

* Do we continue to fill Trade Relations and Corporate Affair ticket requests or do they purchase their own? Even though they get billed back, we have to account for them when ordering.
* Ticket requests for Directors and above only?
* All other requests to be filled by free vouchers for Monday/Tuesday.
* No multiple orders.
* Orders of more that 8 per session are directed to tournament office.
* USE FREE VOUCHERS FOR MONDAY/TUESDAY.....we did not take advantage of this last year.

I believe that covers everything for now. Please call me if you have any questions or comments.

/vj
cc: I. Broeman
A. Person

2040560414

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

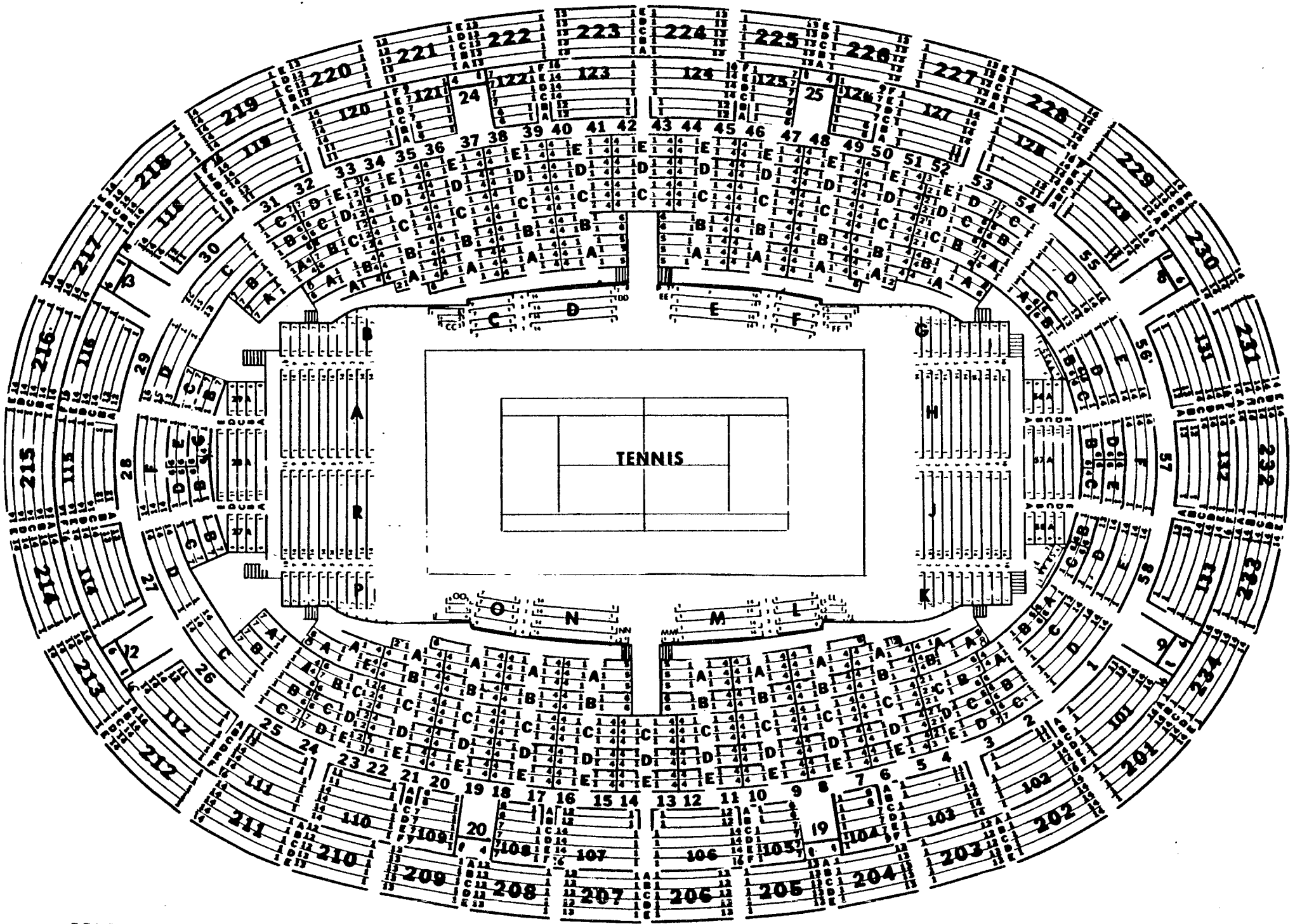
1990 VIRGINIA SLIMS CHAMPIONSHIPS
Ticket Analysis

Location	Daily Available	Daily Used MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Total Available	Total Used	%
44A*	15	15	14	14	13	14	14	13	105	97	92
36A***	8	8	8	8	8	8	8	8	56	56	100
12A*	15	15	14	15	12	14	15	14	105	99	94
B**	35	29	35	35	34	33	33	32	245	231	94
C**	30	29	28	29	30	24	30	30	210	200	95
D/DD**	60	41	60	55	55	54	60	60	420	385	92
F	30(Fr-Su)	na	na	na	na	28	28	29	90	85	94
O	23(Th-Su)	na	na	na	20	23	23	20	92	86	93
OO	3(Th) 16(Fr-Su)	na na	na na	na na	2 na	na 16	na 15	na 9	3 48	2 40	67 83
120	42(Fr-Su)	na	na	na	na	42	42	42	126	126	100
121	23(Th-Su)	na	na	na	20	20	22	23	92	85	92
122	21(Th-Su)	na	na	na	21	21	18	20	84	80	95
220	4(Sat) 24(Sun)	na na	na na	na na	na na	na na	4 na	na 24	4 24	4 24	100 100
221	6(Th) 18(Fr) 65(Sa/Su)	na na na	na na na	na na na	6 na na	na 18 na	na na 63	na na 63	6 18 130	6 18 126	100 100 97
222	65(Sa/Su)	na	na	na	na	na	64	60	130	124	95
	Totals:	137	159	156	221	315	439	447	1988	1874	94

*Boxes 44A and 12A can only be purchased for the week.
**Sections B, C and D/DD total 125 seats...100 are complimentary by contract.
***Box 36A is Joe Cullman's box.
****Total Available tickets consists of: 500 contractual
56 Joe Cullman box
1432 purchased

2040560415

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000



2040560416

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

2040560417

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

TICKET VOUCHERS

THE $3,000,000
VIRGINIA SLIMS
CHAMPIONSHIPS

Two Free Tickets Voucher

Madison Square
Garden

November 12, 1990
OR
November 13, 1990

5"

Exchange this voucher at
Madison Square Garden ticket
windows for two $20 or $16 tickets
as available

This voucher may not be
reproduced in any manner.

Good for two tickets only
for Monday, November 12
OR Tuesday, November 13.
Matches start at 5:00 PM.

3"

2,000 vouchers produced by the
Philip Morris Art Department.

Dark blue copy on white stock.

2040560418

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

GIFT CERTIFICATE

This certificate entitles the bearer to two tickets to the finals of the Virginia Slims Championships to be held on Sunday, November 24 at Madison Square Garden.

Please send this original to:

Manager
Virginia Slims Tennis
120 Park Avenue
New York, New York 10017

In order to be redeemed, this certificate must reach the above address not later than November 1, 1991.

NAME _____

ADDRESS _____

_____

_____

PHONE (daytime) _____

SIGNATURE _____

DATE _____

AUTHORIZED BY _____
April, 1991

MG-J/dg

2040560419

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

GIFT CERTIFICATE

This certificate entitles the bearer to four (4) tickets to one weeknight session (Monday-Thursday) of the Virginia Slims Championships to be held from Monday, November 18 through Sunday, November 24 at Madison Square Garden.

Please send this original to:

Manager
Virginia Slims Tennis
120 Park Avenue
New York, New York 10017

In order to be redeemed, this certificate must reach the above address not later than November 1, 1991.

NAME _____

ADDRESS _____

_____

_____

PHONE (daytime) _____

SESSION DATE REQUESTED _____

SIGNATURE _____

DATE _____

AUTHORIZED BY _____
April, 1991

MM/dg

2040560420

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

THE VIRGINIA SLIMS CHAMPIONSHIPS

NOVEMBER 13 - 19, 1989

EMPLOYEE LOTTERY

Win two free tickets to the $,1,000,000 Virginia Slims Championships at Madison Square Garden!

One hundred lucky Philip Morris employees and their guests will be treated to a smashing evening of world class tennis on either Monday, November 13th or Tuesday, November 14th.

Come and see the top 16 women tennis singles players and the top eight doubles teams compete for the Championship of all women's tennis. The Virginia Slims Championships mark the culmination of the 1989 Virginia Series. Players include: Defending Champion Gabriela Sabatini, Steffi Graf, Martina Navratilova and more.

To win, please complete the form below and return to Dorothy Conway at Happenings, Philip Morris, 120/24 by Wednesday, October 18, 1989.

Winner's names will be posted on the bulletin board by Wednesday, October 25. If you are selected, you may pick-up your ticket voucher on Monday, October 30 or Tuesday, October 31 between 9:00 AM - 11:00 AM only. Alternates will be chosen for unclaimed tickets.

Name: _____ Extension: _____

Dept: _____ Building/Floor: _____

Return to Dorothy Conway 24 Floor (120 Park) by no later than Wednesday, October 18, 1989.

In fairness to all employees, please submit one entry per person.

Your cooperation is greatly appreciated.

2040560421

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

PHILIP MORRIS
EMPLOYEE DISCOUNT TICKETS

The $1,000,000 Virginia Slims Championships

Madison Square Garden

November 13-19, 1989

Discount tickets are available for Philip Morris employees who are interested in attending matches throughout the tournament week or for those whose names are not selected in the upcoming drawing.

A ticket order form has been printed on the reverse side for your convenience. Employee Discounted tickets must be ordered through the mail using this form. For additional information, please call the Virginia Slims tournament office at Madison Square Garden at (212) 563-8954.

2040560422

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

THE $1,000,000 VIRGINIA SLIMS CHAMPIONSHIPS
PHILIP MORRIS EMPLOYEE DISCOUNT ORDER FORM

DAILY TICKETS—All Seats Reserved	# OF TICKETS	TOTAL ORDER
Monday, November 13 5:45 pm		
2 Singles and 1 Doubles Match		
Price: $15.00 [reg. $20.00]	_____	$ _____
$10.00 [reg. $16.00]	_____	$ _____
$ 5.00 [reg. $ 9.00]	_____	$ _____
Tuesday, November 14 5:45 pm		
3 Singles and 1 Doubles Match		
Price: $15.00 [reg. $20.00]	_____	$ _____
$10.00 [reg. $16.00]	_____	$ _____
$ 5.00 [reg. $ 9.00]	_____	$ _____
Wednesday, November 15 5:45 pm		
3 Singles and 1 Doubles Match		
Price: $15.00 [reg. $20.00]	_____	$ _____
$10.00 [reg. $16.00]	_____	$ _____
$ 5.00 [reg. $ 9.00]	_____	$ _____
Thursday, November 16 5:45 pm		
2 Singles and 2 Doubles Matches		
Price: $20.00 [reg. $24.00]	_____	$ _____
$12.00 [reg. $16.00]	_____	$ _____
$ 6.00 [reg. $ 9.00]	_____	$ _____
Friday, November 17 5:45 pm		
2 Singles and 1 Doubles Match		
Price: $20.00 [reg. $24.00]	_____	$ _____
$12.00 [reg. $16.00]	_____	$ _____
$ 6.00 [reg. $ 9.00]	_____	$ _____
Saturday, November 18 12:00 noon		
2 Singles Semi-Final Matches and the Doubles Final		
Price: $30.00 (no discount)	_____	$ _____
$26.00 (no discount)	_____	$ _____
$ 9.00 [reg. $15.00]	_____	$ _____
Sunday, November 19 1:00 pm		
Tennis Stars of the Future Exhibition followed by Singles Final		
Price: $30.00 (no discount)	_____	$ _____
$23.00 [reg. $26.00]	_____	$ _____
$ 9.00 [reg. $15.00]	_____	$ _____
Mailing & Handling Charge		$ 2.00
TOTAL		$ _____

2040560423

PLEASE PRINT:

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (daytime) (_____) _____

FOR FURTHER INFORMATION:

(212) 563-8954

CHARGE TO:

(Circle One) American Express Master Card Visa

Card Number _____

Expiration Date _____

SIGNATURE _____

MAIL TO:

The Virginia Slims Championships
Madison Square Garden
4 Pennsylvania Plaza
New York, NY 10001

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

1990
Virginia Slims Championships
Player Welcome/Check-In

DATE: Sunday, November 11

TIME: 5:00pm-9:00pm

LOCATION: Suite 2935
Javier Perez de Cuellar

PURPOSE: Informal welcome and check-in for players where they can pick-up their welcome bags and tournament information, sign up for practice, etc.

MENU:

Food:
* Cheese, Cracker and Fruit Plate
* Crudites with Three Dips
* Guacamole, Salsa and Corn Chips
* Tomato and Mozzarella
* Stuffed Mushrooms with Vegetables and Beef
* Sesame Chicken
* Phyllo Triangles with Feta and Spinach
* Vegetable Quiche
* Deep Fried Shrimp with Sweet and Sour Sauce
* Baby Potato and Caviar
* Egg Rolls

Beverage: Miller, Miller Lite, Lowenbrau Beer
Red Wine, White Wine
Evian, Perrier, Club Soda
Diet Coke, Coke
7-Up, Ginger Ale
Orange Juice

Food and Beverage service will be available from 5:00pm to 9:00pm.

SERVICE: 1 Bartender
1 Food Attendant

RAFFLE: 4 Tickets each for Wednesday Matinee (given in pairs) to
- Aspects of Love
- City of Angels
- Phantom of the Opera

ENTERTAINMENT: Pianist
6:00pm-9:00pm
45-minute sets with 15-minute breaks

VIRGINIA SLIMS STAFFING: (starting at 10:00am)
* Shari Barman
* Barbara Hannan
* Anne Person
* Annalee Thurston
* Deane Weissman
* Susan Graf
* Nancy Zimbalist
* Karina deBrabant
* Beth Senturia
* Mary Kate Lowe

2040560424

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

PLAYER CONCIERGE RESPONSIBILITY LETTER

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

November 1, 1990

Dear :

This letter will confirm our agreement to retain your services as concierge for the 1990 Virginia Slims Championships. The term will be November 5-November 18, 1990, including weekends. You will be paid $ per week.

Your responsibilities include:

- o organizing goody bag distribution to players and VIPs;
- o arranging reservations for dinner, theater, etc. as requested by players or Philip Morris personnel;
- o researching and organizing entertainment opportunities, including theater, movies, museums, restaurants, clubs, etc. for players;
- o researching and arranging attendance at sample sales, designer showrooms, shopping outings, etc. for players;
- o assisting as required with expediting all player requests and special projects.

For the period from November 11 to November 19, you will stay at the official Virginia Slims Championships hotel, the UN Plaza. Your room and tax will be master-billed to Virginia Slims; reasonable incidentals (meals) should be submitted for reimbursement. Other approved expenses will be reimbursed with documentation; please submit an expense report by December 10.

We look forward to working with you at the Virginia Slims Championships.

Sincerely,

Deane Weissman

Deane Weissman
Manager, Event Marketing
Virginia Slims Tennis

Agreed and Accepted by:

_____

cc: Ina Broeman

2040560425

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

MANICURIST LETTER OF AGREEMENT

November 1, 1990

Dear :

This letter will confirm our agreement for you to provide the following services to Virginia Slims on November 13 (Tuesday) and November 14 (Wednesday) from 9:00 a.m. to 6:00 p.m. at the United Nations Plaza Hotel, Suite 3008.

Manicures and Pedicures (2 people) ..... $
(2 days @ $800)

Virginia Slims will provide tables, chairs and towels. You will be responsible for all other necessary materials.

Execution of payment will be made upon completion of the above services. Please submit invoice to: Deane Weissman, Virginia Slims Tennis, 120 Park Avenue, New York, NY 10017.

If the above meets with your approval, please sign below and return at your earliest convenience.

Sincerely,

Deane Weissman

Deane Weissman
Manager, Event Marketing
Virginia Slims

2040560426

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

PLAYER OBLIGATIONS

* **Media Breakfast**

  . All singles players must attend the Media Breakfast held on the first Monday morning of the Championships.

  . All doubles players are invited to attend.

* **Media Pro-Am**

  . Players no longer in the singles or doubles draw must participate in the Media pro-Am if requested.

* **Banquet**

  . All players, singles and doubles, must attend the Championships Banquet held on Sunday following the singles final.

See following exerpt from the Rules & Regulations player PER DIEM.

USA Per Diem/Accomodations

Beginning in 1991, the WPTTA has agreed to provide free hotel accomodations or $50.00 per diem to all Singles and Doubles players in the Main Draw of Tier I, II & III tournaments in the United States.

For a player to be eligible to receive this Per Diem or Free Accomodation, certain criteria and procedures must be followed:

1. Upon arrival, each player must register with the WTA Tour Director, giving her a) date of arrival; b) local hotel phone and room number; c) local housing phone number, host's name and address.
2. The free accomodation at the official tournament hotel, or the $50.00 per diem (the Tournament Director's choice) will begin the day before the Main Draw of the tournament starts, or from the time the player registers—whichever comes later—and will extend through the last day a player is in the tournament—Singles or Doubles.

   **Players choosing NOT to stay at the official tournament hotel will NOT receive the $50.00 per diem.
3. For a player to be eligible for this Per Diem/Free Accomodation, she MUST attend certain tournament functions:
   - A list of Tournament functions and activities to be attended will be posted in the WTA office.
   - Players will be asked to sign-up for their choice of functions, plus alternate choices—in case there are match schedule conflicts.
   - If players fail to sign-up for a function, the WTA staff will select and assign players to attend the function. This will be done taking into consideration a player's match schedule.
   - If a player refuses to attend a function when asked to do so by the WTA, and she has no legitimate reason for NOT attending, that player WILL LOSE HER $50.00 PER DIEM OR FREE ACCOMODATION FOR THE WEEK.
   - The Tournament Director will give the WTA at least 48 hours notice to comply with the request for player attendance at tournament functions.

2040560427

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

TROPHIES

Perpetual

- Stored (on display) at the Tennis Hall of Fame in Newport, Rhode Island.
- Brought to New York office to Coordinator, Operations, from Tiffany's via Fine Arts Express or Brinks.
- Sent to Steve Gallagher one week prior to tournament.
- Steve Gallagher polishes and cleans, then takes it home until the tournament begins.
- Returned to the New York office or sent directly to Tiffany's for engraving.

Individual

- Six (6) individual (take-home) trophies are produced by Tiffany's. The same design is used each year. (crystal discs on black wooden bases with a silver engraved plate).
- Two sizes are produced---3 winners (larger); 3 finalists.
- Coordinator, Operations, places order in the middle of September.
- Delivered to the New York office when ready. Given to Steve Gallagher with perpetual trophy.

2040560428

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

ON-SITE DECOR

Arena

- Other ideas: 20 large flags or City banners from all countries represented on the tour.
- Court set-up (see diagram).
- Ground cover-cedar, low plants for back of court. Red flowers in corners. Planters with greens and flowers along the sides of the court.
- Carpeting on court.
- Section seating signs.
- Number seats and letter aisles.

Media Room

- Player photos from year-long series or photo contest (Official Photographer). Official Photographer to coordinate.
- Carpeting in dining area, interview area and walkways, hospitality carpeting is in storage at Kearny Distribution Center. Coordinator, Operations, handles delivery details.
- Good quality tables with blue skirting, vinyl top.
- Plants.
- Wastebaskets.
- Directional signs - see list of VS Championships Materials (Signage) produced and graphics.
- Neon Ginny (2).
- Name signs for media seats.
- Internal extension at Virginia Slims Public Relations Director's desk.

2040560429

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

POLICY FOR SELECTING THE #17 ALTERNATE SINGLES PLAYER FOR VIRGINIA SLIMS CHAMPIONSHIPS

The 17th player in the singles point standings must be contacted and given the option of coming to New York for a chance to participate in the Championships should a player be forced to pull out of the singles draw. This player must be contacted no matter where she is in the world at that time. If the player declines, Virginia Slims must immediately receive from them in writing a waiver of their right to be the alternate player in singles....then the next player in line is contacted by the same process.

It is mandatory that the player arrive in time to attend the Monday morning media conference and stay until all of the first round singles matches have been played---through Wednesday night.

Although there is no rule stipulating the payment of expenses and possible airfare for the alternative player, Virginia Slims has traditionally paid up to a maximum of $1,000.00 towards a round-trip air ticket, along with all hotel expenses---room, meals and incidentals---through Wednesday night. The actual amount paid towards airfare is negotiated by Virginia Slims with the player but not in excess of the maximum amount stated above.

If it is at all possible, Virginia Slims should speak directly with the player(s) rather than using a go between (i.e., agent, WITA, etc.).

An alternate doubles team is generally not used.

2040560430

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

VIRGINIA SLIMS CHAMPIONSHIPS

FINALS

- National anthem.
- Order flags for opening (Steve Gallagher).
- Determine schedule and format of opening ceremonies.
- Consider pre-finals show.

2040560431

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

2040560432

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

[redacted]

2040560433

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000

GLOSSARY

TOURNAMENT PROMOTER:	The owner of the event.
TOURNAMENT DIRECTOR:	A member of the tournament staff responsible for implementing contractual obligations. Sometimes it is the same person as Tournament Promoter.
WTA TOUR DIRECTOR:	WTA on-site representative responsible for scheduling matches, enforcing the Rules and Regulations and Code of Conduct.

2040560434

Source: https://www.industrydocuments.ucsf.edu/docs/hzdl0000